



# THERE'S NOTHING **JUST** ABOUT MENTHOL.

For decades, Big Tobacco has appeared as an ally of the LGBTQIA+ community. But their presence at our events and in our culture is not about support, it's about aggressively marketing menthol tobacco products.

Menthol-flavored tobacco products are easier to start and harder to quit. In other words, it's a manipulative way for tobacco companies to target, attract and addict us.

**And there's nothing just about it.**

HELP US FIGHT THIS INJUSTICE  
AT NOT**JUST**MENTHOL.ORG



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THE LGBT\* COMMUNITY  
**SMOKES AT  
HIGHER RATES**  
THAN NON-LGBTQ PEOPLE  
DUE TO INDUSTRY TARGETING.\*\*

\*Acronyms used correspond with specific terms in cited studies. In NYS we prefer the use of LGBTQIA+ to acknowledge and respect the diversity of bodies, genders, and relationships.  
\*\*Consistent with previous evidence showing that the tobacco industry has selectively marketed tobacco products to LGBT individuals.